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To: [Kent Smith](#)
Subject: Weekly Lodging Report June 21 - 27, 2015
Date: Wednesday, July 01, 2015 11:56:25 AM
Attachments: [2015 AAA July Fourth Travel Barely Increases But Biggest Since 2007.docx](#)
[12 Week Lodging Detail 2015.xlsx](#)

Dear Los Angeles Tourism Member:

Attached is the AAA Forecast for Independence Day travel in California.

Here are some key findings about the top destinations for Fourth of July holiday travelers:

- o The Automobile Club of Southern California is projecting a slight increase in July Fourth holiday travel compared to 2014. More than 2.98 Southern California residents are expected to take an Independence Day vacation – one-half of one percent higher than the numbers who traveled during last year's holiday.
- o Despite the small travel increase, this year's holiday is expected to have the highest number of July Fourth travelers since 2007, when 3 million Southland residents and 4.88 million statewide took holiday trips.
- o Seventy-nine percent of Southern California travelers, or 2.4 million, are expected to drive to their holiday destinations – an increase of 0.4 percent from last year's 2.2 million car travelers. Another 355,000 are expected to go by air – an increase of 1.4 percent from 2014's 338,000 air travelers.
- o Nationally, Fourth of July travel is expected to increase by 0.7 percent to 41.9 million from last year's 41.6 million.

Week ending **June 27**, 2015 lodging highlights:

- Los Angeles occupancy of **85.2%** decreased by **-1.9%** over last year's weekly occupancy (86.9%) and ranked **8th** out of the Top 25 U.S. Markets.
 - Lapping the 2014 The Hospitality Industry Technology Exposition & Conference (HITEC) is a contributing factor in the year over year occupancy decline.
- ADR was **\$162.34** and ranked **6th** among the Top 25 Markets, up **+6.4%** compared to the same period last year (\$152.53).
- RevPAR was **\$138.38** which increased by **+4.4%** over last year (\$132.58) and ranked **6th** out of the Top 25 U.S. Markets.
- The LAX Area (**90.9%**) reported the highest occupancy rate for the week with South Bay and Pasadena/Glendale/Burbank (**89.7%**) tying for second place.

- Weekend occupancy throughout L.A. County was 91.3% and was significantly higher than the weekday occupancy of 82.8%.

For more details please refer to the attachment.

Regards,

Franciscus

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